



Maryland Department of Planning

Sustainable — Attainable

Press Release

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Contact: Valerie Berton (410) 767-4544/
(240) 274-5406
John Coleman (410) 767-4614

Maryland Department of Planning Releases Guide Incorporating Economic Development into Local Planning

“Placing Jobs” Models & Guidelines Emphasizes Job Creation in Comprehensive Plans

BALTIMORE – How do you attract jobs to your area? Where should those jobs be located? What resources, incentives and best practices are available to guide local governments?

[*Placing Jobs*](#), a new online resource from the [Maryland Department of Planning](#) (MDP), outlines how Maryland jurisdictions can plan for strategically placed economic development using the local comprehensive plan process.

Business and job growth work best when planning lays the groundwork for economic activity where resources, infrastructure, services and human capital already exist. In fact, Maryland’s economic development can be most effective when it is integrated with land use planning that encourages activities in targeted growth areas, such as cities and towns. It also can enhance rural places when linked to resource-based activities, services and industries, such as agriculture and tourism.

Placing Jobs presents a step-by-step guide to writing economic development elements, from crafting a strong introduction to analyzing fiscal impacts, and provides links to best practices in Maryland. It offers a framework to local leaders to integrate land use and economic strategies that direct investment toward infill, redevelopment and revitalization in local comprehensive plans.

By promoting local economic development strategies among planners, economic development professionals, elected officials and the business community, *Placing Jobs* fills a significant gap in comprehensive planning. The resource makes it easy for planners by providing a detailed outline for developing an economic development element and listing an inventory of resources, policies and incentives that can be considered in crafting or evaluating economic development strategies. Information regarding data sources is included in the [Economic Data](#) section to help jurisdictions use the best available data.

It is the 31st installment in MDP’s *Models & Guidelines series* of guidance documents, created to help local governments implement Maryland policies and achieve community development goals. *Placing Jobs* incorporates economic development resources and incentives from the Maryland [Department of Business and Economic Development](#), the [Department of Labor and Licensing and Regulation](#), the [Department of Housing and Community Development](#) and the [Department of Planning](#). In addition, the [Maryland](#)

Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor

Richard Eberhart Hall, AICP, Secretary
Amanda Stakem Conn, Esq., Deputy Secretary

301 West Preston Street - Suite 1101 - Baltimore - Maryland - 21201

Tel: 410.767.4500 - Toll Free: 1.877.767.6272 - TTY users: Maryland Relay - [Planning.Maryland.gov](#)

[Department of Agriculture](#) and [Maryland Energy Administration](#) have programs and incentives that can complement economic development efforts.

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